



co. Created with Moms



Now in
Tulsi and Jasmine Fragrance



co. Created with Moms

Zero Compromise on protection.
Zero Compromise on ingredients.

0% PARABENS
TALC
DYES

100% Better
Protection*



DETTOL CO. CREATED WITH MOMS

Margin : 8%



TULSI

₹10 OFF



75g Single Pack
MRP: ~~₹40~~ ₹30



125g Single Pack
MRP: ₹65

JASMINE

₹10 OFF



75g Single Pack
MRP: ~~₹40~~ ₹30



125g Single Pack
MRP: ₹65



75g Multipack
4+1 offer pack MRP: ₹160*



125g Multipack
4+1 offer pack MRP: ₹260*



75g Multipack
4+1 offer pack MRP: ₹160*



125g Multipack
4+1 offer pack MRP: ₹260*

DETTOL CO. CREATED WITH MOMS

Margin : 10%



TULSI

JASMINE



200ML
MRP: ₹125



200ML
MRP: ₹125

TULSI

JASMINE



3x 175ML
Buy 3 Save ₹40
MRP: ₹146



3x 175ML
Buy 3 Save ₹40
MRP: ₹146

DETTOL SOAP

Margin: 8%



SOAP - PROTECTS AGAINST 100 ILLNESS CAUSING GERMS

ORIGINAL

Protects against 100 illness causing germs

		
New ₹10	₹2 OFF	₹4 OFF
42g single pack MRP: ₹10	75g Single Pack MRP: ₹28	125g Single Pack MRP: ₹46

		
	OFFER PACK	OFFER PACK
42g Multipack MRP: ₹40	75g Multipack 4s 4+1 offer pack MRP: ₹120*	125g Multipack 4s 4+1 offer pack MRP: ₹200*

SKINCARE

With added moisturizers and pH-balanced formula

		
New ₹10	₹2 OFF	₹4 OFF
42g single pack MRP: ₹10	75g Single Pack MRP: ₹28	125g Single Pack MRP: ₹46

	
OFFER PACK	OFFER PACK
75g Multipack 4s 4+1 offer pack MRP: ₹120*	125g Multipack 4s 4+1 offer pack MRP: ₹200*

COOL

With crispy menthol and pH-balanced formula

		
New ₹10	₹5 OFF	₹4 OFF
42g single pack MRP: ₹10	75g Single Pack MRP: ₹28	125g Single Pack MRP: ₹46

		
	OFFER PACK	OFFER PACK
42g Multipack MRP: ₹40	75g Multipack 4s 4+1 offer pack MRP: ₹120*	125g Multipack 4s 4+1 offer pack MRP: ₹200*

ALOE VERA

With soothing Aloe Vera - soothing ability and moisturizing properties

	
	SAVE ₹5
60g Single Pack MRP: ₹25	100g Single pack MRP: ₹44


SAVE ₹20
100g Multipack 3s MRP: ₹112

Promo SKUs Pricing

*Till promo last

LIQUID HANDWASH

Margin: 10%



LIQUID HANDWASH - PROTECTS AGAINST 100 ILLNESS CAUSING GERMS

ORIGINAL

Made with original dettol antiseptic



200ml
MRP: ₹99



3x175ml Pack
Buy 3 Save ₹40
MRP: ₹134



750ml
MRP: ₹139



900ml
MRP: ₹209

SKINCARE

Added moisturizers in ph-balanced formula



200ml
MRP: ₹99



3x175ml Pack
Buy 3 Save ₹40
MRP: ₹134



750ml
MRP: ₹139



900ml
MRP: ₹209

SENSITIVE

Contains pure glycerine in ph balanced formula



200ml
MRP: ₹99



3x175ml Pack
Buy 3 Save ₹40
MRP: ₹134



750ml
MRP: ₹139



900ml
MRP: ₹209

ALOE

Soothing ability and moisturizing properties.



200ml
MRP: ₹115



3x175ml Pack
Buy 3 Save ₹40
MRP: ₹146



750ml
MRP: ₹139



COOL

With crispy menthol in ph-balanced formula



200ml
MRP: ₹115



3x175ml Pack
Buy 3 Save ₹40
MRP: ₹146



TRAVEL PACK
MRP: ₹30



125ml-Pump
MRP: ₹49

RE-ENERGIZE

With zesty mandarin in ph-balanced



200ml
MRP: ₹115



3x175ml Pack
Buy 3 Save ₹40
MRP: ₹146

Special Packs

ANTISEPTIC LIQUID

Margin: 16%



ANTISEPTIC LIQUID - WORLD'S NO. 1 ANTISEPTIC LIQUID BRAND



RECOMMENDED BY
INDIAN MEDICAL
ASSOCIATION



60ml
MRP: ₹25



125ml
MRP: ₹50



250ml
MRP: ₹96



550ml
MRP: ₹160.80



1 Ltr
MRP: ₹273



5 Ltr
MRP: ₹1233.35

DISINFECTANT LIQUID

Margin: 10%



DISINFECTANT LIQUID - PROTECTS AGAINST 100 ILLNESS CAUSING GERMS

COOL

with cool and crispy menthol

LIME

with fresh pleasant fragrance



200ml
MRP: ₹89



500ml
MRP: ₹175



1 Ltr
MRP: ₹315



200ml
MRP: ₹89



500ml
MRP: ₹175



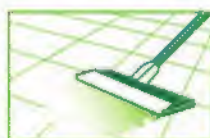
1 Ltr
MRP: ₹315



Bathing



Laundry
Disinfection



Floor Cleaning



Kitchen & Bathroom
Cleaning



Refrigerator

HAND SANITIZER

Margin: 10%



HAND SANITIZER - KILLS 99.9% OF GERMS INSTANTLY

ORIGINAL

FLORAL
ESSENCE

SPRING
FRESH

Aloe



25ml MRP: ₹39 50ml MRP: ₹82 50ml X2 (Combo) MRP: ₹129 50ml Sleeve Pack MRP: ₹95 200ml MRP: ₹265 50ml MRP: ₹82 50ml MRP: ₹82 50ml MRP: ₹82

With classic fragrance

with sensorial benefits

With Aloe Vera

SHAVING CREAM

Margin: 10%



SHAVING CREAM - SMOOTH CREAMY LATHER WITH ANTISEPTIC PROTECTION



60g + 18g Free = 78g
MRP: ₹68



60g + 18g Free = 78g
MRP: ₹68

KITCHEN GEL DISHWASH

Margin: 8%



KITCHEN GEL DISHWASH - PROTECTS FROM 100 ILLNESS CAUSING GERMS AND GIVES VISIBLY CLEAN UTENSILS



200ml
MRP: ₹72



400ml
MRP: ₹131



750ml
MRP: ₹211

DETTOL PLASTER

Margin : 50%



PLASTER - WATER PROOF PLASTER WITH DETTOL ANTISEPTIC IN A NON-STICKY PAD



100pc
MRP: ₹250

DETTOL SITI SHIELD MASK

Margin : 8%



PROTECT LUNGS, GIVES THE FREEDOM TO BREATHE FREELY

N95 Activated-Carbon Mask



Single MRP: ₹99 | 3s MRP: ₹259

98% PROTECT MASK

WITH
BREATHABILITY
VALVE



MRP: ₹249



MRP: ₹249



MRP: ₹249

N95 Cambridge Mask



- Navi Blue
- Black

S
M
L
XL

MRP: ₹799

N99 Cambridge Mask



- Navi Blue
- Black
- Chequered

S
M
L
XL

MRP: ₹2199

Veet

Margin: 10%



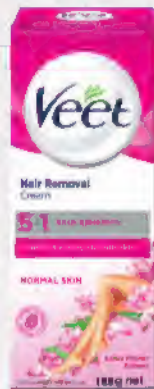
HAIR REMOVAL CREAMS - Salon smooth finish with 5 in 1 skin benefits"

NORMAL

With lotus flower extract



NEW for Underarms



15gm
MRP: ₹35

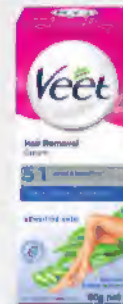
25gm
MRP: ₹63

50gm
MRP: ₹120

100gm
MRP: ₹199

SENSITIVE

With aloe vera & green tea scent



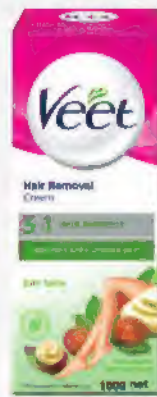
25gm
MRP: ₹63

50gm
MRP: ₹120

100gm
MRP: ₹199

DRY

With shea butter & lily scent



25gm
MRP: ₹63

50gm
MRP: ₹120

100gm
MRP: ₹199

NIKHAAR

Turmeric & saffron, with sandalwood fragrance



25gm
MRP: ₹63

50gm
MRP: ₹120

Veet CWS

Margin: 10%



COLD WAX STRIP - SALON SMOOTH FINISH AT HOME IN JUST 3 EASY STEPS

NORMAL

With shea butter and Acai berries scent



8's
MRP: ₹99

20's
MRP: ₹199

SENSITIVE

With almond oil and Cornflower Scent



8's
MRP: ₹99

20's
MRP: ₹199

DRY

With aloe vera and green tea scent



8's
MRP: ₹99

20's
MRP: ₹199

LUP PACK



4's
MRP: ₹49

durex

Margin : 20%

durex

WORLD'S NO.1 CONDOM BRAND



MUTUAL CLIMAX

New



10s
MRP: ₹300

3s
MRP: ₹100



ULTRA THIN



10s
MRP: ₹198

3s
MRP: ₹66



EXTRA THIN



10s
MRP: ₹198

3s
MRP: ₹66



EXTRA DOTS



10s
MRP: ₹198

3s
MRP: ₹66



EXTRA RIBBED



10s
MRP: ₹198

3s
MRP: ₹66



EXTRA TIME



10s
MRP: ₹198

3s
MRP: ₹66



LUBRICANTS

Margin : 20%



Gel

Massage 2 in 1

Cherry Tingle Strawberry Sensual Stimulating



50ML
MRP: ₹475

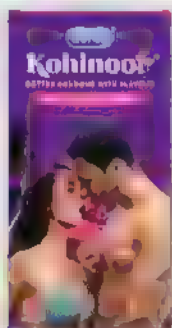
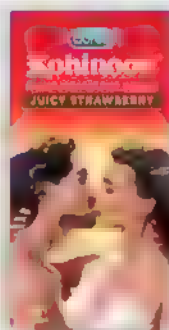
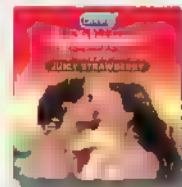
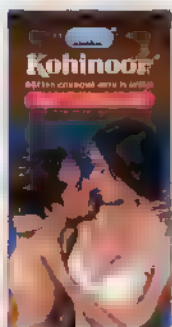
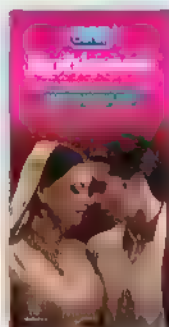
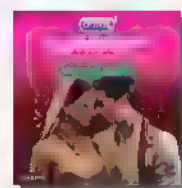


200ML
MRP: ₹600

Vibrating Ring



MRP: ₹400

**Kohinoor****Margin: 20%****- DUREX LIKE QUALITY AT ECONOMICAL PRICE****Flavour Range: Dotted condom****10s
MRP: ₹90****KALA
KHATTA****3s
MRP: ₹29****10s
MRP: ₹90****JUICY
STRAWBERRY****3s
MRP: ₹29****10s
MRP: ₹90****SILKY
CHOCOLATE****3s
MRP: ₹29****10s
MRP: ₹90****MEETHA
PAAN****3s
MRP: ₹29****Base Range****10s
MRP: ₹79****KOHINOOR
PINK****3s
MRP: ₹26****10s
MRP: ₹99****EXTRA
TIME****3s
MRP: ₹32****K-Y**
LUBRICATING JELLY**Margin: 20%****K-Y** LUBRICATING JELLY**A sterile, greaseless, transparent &
water soluble lubricant.****82gm
MRP: ₹286**

moov

Margin : 20%

PAIN RELIEF SPECIALIST

100% AYURVEDIC FORMULATION FOR INSTANT AND LONG-LASTING PAIN RELIEF



5g

MRP: ~~₹12~~ ₹10



10g

MRP: ₹40



15g

MRP: ~~₹66~~ ₹59



30g

MRP: ~~₹127~~ ₹109



50g

MRP: ~~₹182~~ ₹169

*Till promo last

moov ACTIVE SPRAY

Margin : 15%



15g

MRP: ₹60



35g

MRP: ₹130



50g

MRP: ₹185



80g

MRP: ₹240

DermiCOOL

Margin: 12%



FOR LONG LASTING COOLING RELIEF FROM PRICKLY HEAT

REGULAR MENTHOL



FREE ₹50
Retail Sale
with ₹100/-
FREE

150g
MRP: ₹105



FREE ₹10
Retail Sale
with ₹10/-
FREE

90g
MRP: ₹70



50g
MRP: ₹40

SOOTHING LAVENDER



FREE ₹50
Retail Sale
with ₹100/-
FREE

150g
MRP: ₹105



FREE ₹10
Retail Sale
with ₹10/-
FREE

90g
MRP: ₹70



50g
MRP: ₹40

RADIANT SANDAL



FREE ₹50
Retail Sale
with ₹100/-
FREE

150g
MRP: ₹105



FREE ₹10
Retail Sale
with ₹10/-
FREE

90g
MRP: ₹70



50g
MRP: ₹40

FRESH ALOE



FREE ₹50
Retail Sale
with ₹100/-
FREE

150g
MRP: ₹105



FREE ₹10
Retail Sale
with ₹10/-
FREE

90g
MRP: ₹70



50g
MRP: ₹40

*Till promo last

Fybogel

Margin: 20%



NATURAL WAY TO TREAT CONSTIPATION

- Sugar FREE natural fibre
- Delicious Orange Flavor
- Reduces cholesterol



100gm
MRP: ₹143

Itch GUARD

Margin: 20%



3 TRIPLE ACTION

Quick Penetration

Attacks the Infection

Stops Further Spread



Anti-Itch
medicated cream
Fast Action and
Cooling Relief



5g
MRP: ₹14



12g
MRP: ₹63.80



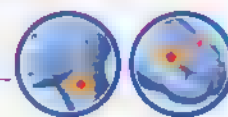
25g
MRP: ₹ 85.80

RING GUARD

Margin: 20%



EXPERT IN FUNGAL INFECTIONS
RELIEF FROM RING WORM IN 7 DAYS



5g
MRP: ₹14



12g
MRP: ₹56



20g
MRP: ₹80

Krack

Margin: 15%



CRACKED HEEL REPAIR CREAM
REPAIRS CRACKED HEEL IN JUST 5 DAYS



15g
MRP: ₹50



25g
MRP: ₹83

Strepsils

Margin: 20%

Strepsils[®] Medicated lozenges - FIRST AID FOR SORE THROAT

100 + 10s FREE

Mix



MRP: ₹300
Per Jar

200+ 20s FREE
Mix

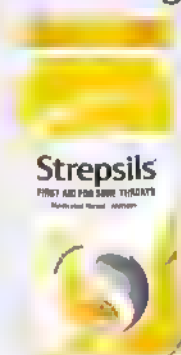


MRP: ₹600
Per Jar

200s
Orange



200s
Soothing



MRP: ₹600
Per Jar

200s
Warm



Strepsils[®] Herbal Drop - GOODNESS OF 37 HERBS



Free 185+5s
MRP: ₹185
Per Jar

GAVISCON

Margin: 20%

GAVISCON

RELIEF FROM HEARTBURN IN JUST 3 MIN

- Safe for Pregnant & Breast Feeding women
- Sugar Free
- Gluten Free



150ml
MRP: ₹122

DISPRIN

Margin: 16%



DISSOLVES AWAY PAIN FAST



12X10 Tablet
MRP: ₹134.40

D'COLD

Margin: 20%



RELIEF FROM MULTIPLE SYMPTOMS OF COLD

Non-Drowsy
Formula



2x6 Tablets
MRP: ₹35.30

STOPACHE

Margin: 16%

Stopache FOR HEADACHE, BODYACHE, TOOTHACHE



20x10 Tablets
MRP: ₹240

ENFAMIL

Margin : 12%

Enfamil

EXPERT RECOMMENDED LEVEL OF DHA AND ARA



Stage-1
For Infants 0-6 months



400gm Can
MRP: ₹715

800gm Refill
MRP: ₹1360

Stage-2
For Infants 6-12 months



400gm Can
MRP: ₹715

800gm Refill
MRP: ₹1360

Stage-3
For Older Infants 12-24 months



400gm Refill
MRP: ₹715

800gm Refill
MRP: ₹1360



ENFAGROW

Margin : 12%

Enfagrow

WORLD'S NO.1 CHILDREN'S NUTRITIONAL MILK POWDER



Stage-4
For Children above 2 years

Available in
CHOCOLATE & VANILLA
Flavours



Chocolate
200gm MRP: ₹340

Chocolate
400gm MRP: ₹625

Vanilla
200gm MRP: ₹340

Vanilla
400gm MRP: ₹625

Vanilla
750gm MRP: ₹1115

NUTRAMIGEN

Margin : 10%

Nutramigen
LGG



400gm
MRP: ₹2300

Brand	Pack Size	C/s Size	Brand	Pack Size	C/s Size
Dettol Antiseptic liquid	1 ltr	12	D'Cold Total	2 * 6 Pack	24
Dettol Antiseptic liquid	125 ml	48	Disprin	12 * 10 Pack	48
Dettol Antiseptic liquid	250 ml	48	Durex Condom	10s	54
Dettol Antiseptic liquid	550 ml	24	Durex Condom	3s	162
Dettol Antiseptic liquid	5ltr	4	Durex Lubricants	100 ml	12
Dettol Antiseptic liquid	60 ml	150	Durex Lubricants	50 ml	12
Dettol Disinfectant Liquid	1000 ml	12	Enfagrow	200 gm Refill	24
Dettol Disinfectant Liquid	200 ml	48	Enfagrow	400 gm CAN	12
Dettol Disinfectant Liquid	500 ml	24	Enfagrow	750 gm Refill	12
Dettol Hand Sanitizer	200 ml	24	Enfamil	400 gm CAN	12
Dettol Hand Sanitizer	25 ml in Jar	96	Enfamil	800 gm Refill	12
Dettol Hand Sanitizer	50 ml	96	Fybogel	100 gm	48
Dettol Hand Sanitizer	50 ml*2 Combo pack	48	Gaviscon	150ml	24
Dettol Kitchen Gel Dishwash	200 ml	48	Itch Guard	12 gm	240
Dettol Kitchen Gel Dishwash	400 ml	24	Itch Guard	25 gm	240
Dettol Kitchen Gel Dishwash	750 ml	12	Itch Guard	5 gm	480
Dettol Liquid Soap	100 ml Squezy	96	Kohinoor Condom	10s Base	324
Dettol Liquid Soap	125 ml Pump	8	Kohinoor Condom	3s Base	108
Dettol Liquid Soap	175 ml single	48	Kohinoor Condom	10s Flavour	162
Dettol Liquid Soap	175ml*3 (B3G40)	16	Kohinoor Condom	3s Flavour	54
Dettol Liquid Soap	200 ml Pump	48	Krack	15 gm	240
Dettol Liquid Soap	25 ml	144	Krack	25 gm	240
Dettol Liquid Soap	750 ml	12	K-Y Lubricating Jelly	82 gm	48
Dettol Liquid Soap	900 ml	12	Moov Advance	30+10 gm	240
Dettol Plaster	100s pack	24	Moov Cream	10 gm	240
Dettol Shaving Cream	60+18 gm	24	Moov Cream	15 gm	240
Dettol Siti Shiled Mask	98% Smart Mask	24	Moov Cream	30 gm	240
Dettol Siti Shiled Mask	M-95 Cambridge Mask	10	Moov Cream	5 gm	480
Dettol Siti Shiled Mask	M-99 Cambridge Mask	6	Moov Cream	50 gm	144
Dettol Siti Shiled Mask	N-95 AC Mask 3's	20	Moov Spray	35 gm	48
Dettol Siti Shiled Mask	N-95 AC Mask Single	50	Moov Spray	50 gm	48
Dettol Soap	100 gm	144	Moov Spray	80 gm	48
Dettol Soap	100 gm*4 Multi	48	Nutramigen	400 gm CAN	6
Dettol Soap	125 gm single	120	Ring Guard	12 gm	240
Dettol Soap	125 gm*4 Multi	30	Ring Guard	20 gm	120
Dettol Soap	126 gm*5 Multi (B4G5)	24	Ring Guard	5 gm	240
Dettol Soap	45 gm single	300	Stopache	Tabs	
Dettol Soap	45 gm*4 Multi	75	Strepsils Herbal Drop	185 + 5s Jar	32
Dettol Soap	60 gm	240	Strepsils Meicated Lozenges	100 + 10s Jar	24
Dettol Soap	75 gm single	192	Strepsils Meicated Lozenges	200+ 20s Jar	12
Dettol Soap	75 gm*4 Multi	48	Strepsils Meicated Lozenges	200s Jar	12
Dermi Cool Powder	150 gm	72	Veet Cold Wax Strip	20 'S	24
Dermi Cool Powder	50 gm	144	Veet Cold Wax Strip	4 'S - LUP	96
Dermi Cool Powder	90 gm	72	Veet Cold Wax Strip	8 'S	48
			Veet Cream	100 gm	48
			Veet Cream	15 gm	144
			Veet Cream	25 gm	144
			Veet Cream	50 gm	144

DETTOL

RB SALES PROCESS



D

DAY PLANNING

- ▶ Plan your targets for the day
- ▶ Check Stock availability on DB point
- ▶ Take all Sales Tools



E

ENTER THE OUTLET

- ▶ Wait for the right time if retailer is busy
- ▶ Greet customer with his name
- ▶ Tell your name and company name



T

TAKE STOCK & VISIBILITY

- ▶ Check RB stock and competition in category
- ▶ Drive Visibility Window & Category
- ▶ Identify the opportunity to sell



T

TOTAL RANGE SELLING

- ▶ Sell complete range with the help of product folder
- ▶ Use scheme letter to increase the order size
- ▶ Drive priorities and pending MSL SKUs with the help of Sales Tools



O

ORDER CLOSURE

- ▶ Close the order taken in HHT and confirm it to retailer
- ▶ Collect the pending bill if any
- ▶ Say Dhanywad/Thank you with positive call closing



L

LET'S SUM-UP THE DAY

- ▶ Sync the HHT for order and put comment on invoice if any
- ▶ Analyze the performance of the day and MTD performance
- ▶ Update the performance to TSI/DB or ASE/Sub DB





**SPEEDS HER UP.
MAKES HIM LAST.**



#COMETOGETHER